

Appl. No. : **10/804,811**
Filed : **March 19, 2004**

REMARKS

By this Amendment, Applicants are (1) amending several of the existing claims, (2) canceling claims 18-20, and (3) adding a new independent claim and several dependent claims. The language added to independent claims 10 and 15 corresponds generally to the suggestion made by Examiner Dunham in the Final Office Action (see page 7, first full paragraph). No new matter is being added.

The rejections under sections 101 and 112 are now moot in view of the cancellation of claim 20.

Applicants respectfully submit that the independent claims recite limitations that are not taught or rendered obvious by Gross (U.S. Pub. 2004/0260600) in view of Walker (U.S. Pat. 6,049,778). For example, with respect to claim 10, Gross and Walker do not teach or render obvious the following feature in the context of the overall claim: "incorporating information pertaining to said scores into item detail pages of an electronic catalog that provides functionality for customers to browse and place orders for items, said information being sufficient to enable customers to compare at least some of the items in terms of an extent to which such items have been ordered by customers who commonly order items promptly after they become available."

With respect to claim 15, Gross and Walker do not teach or render obvious the following in the context of the other limitations of the claim: "incorporating viewable information into an electronic catalog of items in association with the items having the highest scores, said viewable information being sufficient to inform customers that particular items have been ordered relatively frequently by customers who commonly order items promptly after they become available, said electronic catalog providing functionality for customers to place orders for items."

With respect to claim 38, Gross and Walker do not teach or render obvious the following in the context of the other limitations of the claim: "a subsystem operative to cause information pertaining to said scores to be included on at least some of the item detail pages of the electronic catalog to assist users in making item selection decisions, said information being sufficient to enable users to compare items in terms of an extent to which the items have been purchased by early adopters of new items."

In connection with these limitations, neither Gross nor Walker recognizes the benefit of exposing information of the type described in claims 1, 15 and 38 to customers in an electronic

Appl. No. : **10/804,811**
Filed : **March 19, 2004**

catalog. This benefit includes the ability for customers to make more informed item selection decisions.

Additional distinctions are recited in the dependent claims and elsewhere in the independent claims.

In view of the foregoing, Applicants submit that the application is now in condition for allowance. If any issues remain, the Examiner is invited to call Applicants' representative at his direct dial number listed below.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: June 13, 2008

By: /RJS38297/
Ronald J. Schoenbaum
Registration No. 38,297
Attorney of Record
Customer No. 20,995
(949) 721-2950